

PERSONAL INFORMATION

Eduard Bernhart



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Sex male | Date of birth 06/07/1984 | Nationality Italian

WORK EXPERIENCE

August 2018 – today

Consorzio Alto Adige Wines
Director

- Heading and coordinating the entire organisation
- Responsible for all financial, organisational and business-related matters as well as for the continual optimisation of the internal operating processes
- Defining the organisation's medium- and long-term strategic orientation in close cooperation with the Board of Administration
- Developing and implementing innovative marketing and PR strategies
- Conceptually planning, budgeting and executing the above-mentioned strategies
- Supervising public relations activities with due regard for the interests of the Consorzio, drawing up press releases and liaising with the media representatives
- Representing the Consorzio at trade fairs, award ceremonies and other events
- Representing the Consorzio in dealings with members, third parties, public authorities and matters related to public affairs
- Designing and administrating the Consorzio's website
- Coordinating and monitoring the individual members of the Consorzio
- Organising the internal workflows

January 2016 – July 2018

Dr. Schär AG, Postal
Lead Corporate Research & Innovation – Agricultural Projects in the R&D Department

- Managed employees in the following areas: strategic raw materials, agricultural projects and mill projects
- Headed the Interreg V-A project RE-Cereal (<https://www.re-cereal.com>), a collaboration between Italy and Austria designed to foster territorial cooperation within the EU
- Collaborated with the Central Purchasing Dept. to procure strategic raw materials
- Helped develop the Consorzio's corporate identity and 2020 strategy
- Conceptualised and spearheaded the Consorzio's corporate social responsibility
- Coordinated international research projects with universities and industry partners with the aim of researching and procuring innovative agricultural commodities in Australia, India, North and South America

July 2012 – January 2016

Dr. Schär AG, Postal
Agricultural Project Manager in the R&D Department

- Responsible for agricultural and mill projects in Europe, the USA and India, as well as for the controlled cultivation of various agricultural commodities to secure the necessary volume in keeping with the defined levels of quality

May 2011 – July 2012

Dr. Schär AG, Postal
Manager Raw Materials & Packaging

- Involved in selecting, evaluating and validating suppliers, as well as in auditing

April 2010 – April 2011

EOS – Export Organisation Südtirol of the Bolzano Chamber of Commerce,
• Project manager for wine marketing campaigns

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EDUCATION AND TRAINING

1998 -2003	Upper Secondary School for Agriculture, Ora
2003 -2008	University of Natural Resources and Life Sciences (BOKU), Vienna
January 2010	Graduate sommelier AIS (Associazione Italiana Sommelier)
January 2010	Bilingualism Certificate German/Italian A (roughly equivalent to CEFR level C1)
November 2010	Start of wine graduate training
March 2012	Time- and self-management, rhetoric and presentations techniques
April 2013	Project Management Basic – Dr. Schär Academy
May 2014	Project Management Advanced – Dr. Schär Academy
June 2015	Strategic development programme for managers – Dr. Schär Academy
March 2017	Advanced training course to earn the certificate of professional competence for the purchase and use of plant protection agents
June 2017	Organoleptic training – Dr. Schär Academy

PERSONAL SKILLS

Mother tongue(s) German

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
Italian	C1/C2 PROFICIENT USER				
English	C1/C2 PROFICIENT USER				

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user
[Common European Framework of Reference for Languages](#)

Other skills ▪ Farmer

Driving licence B